

The background of the slide is a nighttime photograph of a city skyline, likely New York City, with numerous skyscrapers illuminated. A prominent green beam of light emanates from the top of one of the buildings, extending upwards into the dark sky. The image is split diagonally from the bottom left to the top right, with the white text area on the left and the dark city image on the right.

TRUE CYBERSECURITY

When it comes to IT security many companies talk about Next Generation technology. Our products have been built on this for more than a decade.

Next Gen technology is in the very DNA of our award-winning cybersecurity solutions.



An abstract graphic featuring a complex network of interconnected nodes and lines, resembling a molecular structure or a data network. The nodes are represented by circles of varying sizes, and the lines are thin and grey. The structure is spread across the top and bottom of the page, with a denser concentration of nodes on the right side. The overall aesthetic is clean and modern, with a focus on geometric patterns.

**NEXT GENERATION
TECHNOLOGY IS IN THE VERY
DNA OF OUR AWARD-WINNING
CYBERSECURITY SOLUTIONS.**

CAPTURING THE THREATS EVERYONE ELSE MISSES

Our technology employs machine learning algorithms that gather global data and anticipate where the threats will go next. This global implementation of machine learning mechanisms enables a significantly more extensive selection of data to be used with real-time analysis.

Kaspersky Lab products have a multi-layered approach with a spectrum of decision-making points that **protects against the false positive** results that many other security vendors' products generate. This means users aren't denied access to where they really need to be, while still being protected against the areas that pose the greatest danger.



Our global network of malware sensors gather suspicious patterns and leverage machine learning algorithms to discern them faster than they are reproduced and distributed.



Behavioral analysis pinpoints malicious activities to block and roll back harmful actions.

Kaspersky Lab's products have a wider field of vision than other security products, searching for patterns to anticipate where the threat is going to lead—not just where it exists right now.

THE HIGHEST DETECTION RATES IN THE INDUSTRY

Our global network, **Kaspersky Security Network**, gathers information on the threat landscape from customers all over the world, allowing us real-time analysis of the ever-changing threat environment.

Unlike competitors who update their algorithms every few months, **Kaspersky Security Network**, protects customers in seconds providing immediate detection in the event a breach is occurring.

323

thousand

pieces of malware
are detected daily

755+

million

threats were
prevented last year

750

thousand

ransomware
threats blocked

REAL-TIME ANALYSIS, REAL-TIME UPDATES, REAL-TIME PROTECTION

Unlike some of our competitors who use static analysis, Kaspersky Lab dynamically adapts to new, unique and original attacks recognizing advanced and zero-day threats immediately.

Our products are built on cutting-edge technologies for combating threats. Because of this, non-signature based features have been part of our products since 2009.

System Watcher, a key feature in Kaspersky Endpoint Security for Business, Kaspersky Security for Virtualization and Kaspersky Small Office Security, provides a higher level of defense against advanced threats with:



EVENT MONITORING:

- Scans the most relevant system event data.
- Tracks information about the creation and modification of files, the work of systems services and changes to the system registry, systems calls and data transfer over the network.
- Event lists and monitoring mechanisms, as well as heuristics can be adjusted as needed.



AUTOMATIC EXPLOIT PREVENTION (AEP)

- Proactively looks for vulnerable code on the operating system and software detecting zero day threats without needing to know about it first.



BEHAVIORAL SIGNATURE STREAM built-in module decides whether a program is malicious or not:

- Compares each program's real-life behavior with malware behavior patterns.
- Analyzes program behavior and issues verdicts in real time.
- Identifies potentially malicious actions.
- Detects unsafe code and advises blocking the suspicious activity.

GLOBAL EXPERTISE

With twenty years of expertise, Kaspersky Lab delivers world class protection based on our global expertise and industry-leading threat intelligence. Award-winning products, support services and consistent industry recognition make us the best security solution for businesses of all sizes.

THE GReAT TEAM

The Global Research & Analysis Team (GReAT), is an integral part of Kaspersky Lab's R&D department, and leads the company's anti-malware research and innovation. The team's security analysts are based around the world, each contributing a unique set of skills and expertise to the research and design of solutions to combat increasingly complex malware code. Today, GReAT consists of experts working across the globe.

GReAT has discovered some of world's most advanced cyberespionage threats including:



Red October



Epic Turla



Carbanak



Careto/
The Mask

THE PROVEN LEADER IN INTERNET SECURITY

Kaspersky Lab consistently and openly enters into 3rd party testing, participating in more tests than any of our competitors.

	# of tests entered	# of 1 st places
Kaspersky Lab	78	55
Symantec	54	20
Bitdefender	56	31
ESET	49	20
Avira	41	17
Sophos	36	13
Trend Micro	60	13
AVG	54	14
VIPRE	27	10
Avast	45	11
G Data	38	11
Quick Heal	32	10
BullGuard	27	9
Intel Security (McAfee)	53	7
F-Secure	32	5
Microsoft	51	4

"Third-party testing plays a vitally important role for customers by providing an unbiased evaluation of the different types of available endpoint security. These independent organizations are able to test all types of solution capabilities while ensuring those products are configured properly to certify that the assessment is accurate, and it is the only method that will provide an impartial evaluation, proving which products are the most effective and reliable for protecting customers."

-Mike Canavan, Senior Vice President of Corporate Sales, North America, Kaspersky Lab

View full report here, http://usa.kaspersky.com/files/pdf/Kaspersky_Lab_TOP3_2016.pdf

INDUSTRY LEADERSHIP



GARTNER MAGIC QUADRANT "LEADER" FOR 6 YEARS IN A ROW

WORLD-CLASS PROTECTION THAT MAKES HEADLINES:

"Kaspersky Lab has repeatedly impressed skeptics by exposing genuine and serious cybersecurity problems."

- The Economist

"Kaspersky [is] one of the most trustworthy sources on cybersecurity threats."

-Bloomberg View

"[Kaspersky Lab's] researchers have been known to expose some of the most famous hacking groups and their malware."

-Business Insider

"NO MORE RANSOM" INITIATIVE

Kaspersky Lab has joined forces with Dutch National Police, Europol, and Intel Security to launch an initiative called **"No More Ransom"**, a new step in the cooperation between law enforcement and the private sector to fight ransomware together. This online portal (www.nomoreransom.org) is aimed at informing the public about the dangers of ransomware and helping victims to recover their data without having to pay a ransom to cybercriminals.

Protect your organization from malware and advanced threats
with Kaspersky Lab, the leader in cybersecurity solutions.

Talk with one of our experts today.

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KASPERSKY  **THE POWER
OF PROTECTION**